

# City to Fete Defense Aide On May 18th

Norman S. Paul, grand marshal of the Torrance Armed Forces Day Parade, May 18, will be honored by the city of Torrance when he will ride at the head of the parade column and then be the principal speaker at the luncheon which follows the parade.

Paul is assistant secretary of defense for manpower and will be the special representative of McNamara for the Torrance celebration.

This is to be the fourth annual Armed Forces celebration by the city and marks another year when a special honored guest from the nation's capital has accepted the invitation as parade grand marshal.

"We are most fortunate in receiving the acceptance of the assistant secretary," commented Mayor Albert Isen, "as he holds the position of controlling manpower for all the U. S. armed services. I consider this

gesture a great honor not only to our city but to the state as well."

TORRANCE has gained widespread acclaim in previous



NORMAN S. PAUL To Lead Parade

years for holding one of the largest civic-sponsored Armed Forces Day parades in America.

Paul will be accompanied here by Marine Corps Colonel Melvin D. Henderson, his military assistant.

As parade grand marshal, Secretary Paul will ride in an official parade car at the front of the procession of dignitaries until he reaches the reviewing stand at Torrance City Hall.

AFTER HE mounts the reviewing stand, he will review the passing parade units of the Army, Navy, Air Force, Marine Corps, Coast Guard, California National Guard, Reserve components, and veteran and civic participating units.

In the afternoon of May 18 he will be guest speaker at a luncheon to be attended by some 200 civilian and military dignitaries and their wives.

## Plan to Call Your Mother? Here's a Tip

Planning to call your mother Sunday?

Dick Pyle, Pacific Telephone manager, has issued some tips for those who will use Alexander Graham Bell's invention as a means of wishing mother the best on her day.

"Of course, we'd like anyone who can to call his mother ahead of the big day," the manager said. "Mother's Day is the second largest day of the year in terms of long-distance calls."

He suggested getting mother's number a few days in advance. "If her area code number (213 in this area) is different from yours, be sure to jot down that number, too."

PERSONS whose telephones are equipped for Direct Distance Dialing (DDD) should dial their calls to mother because it is much faster than going through an operator.

"An operator must write down your number and mother's number before she can place the call," the manager explained.

Telephones with DDD in this area can reach about 77 million other phones in the United States and Canada without an operator's assistance.

"IF THOSE with DDD dial their own long-distance calls, it will result in faster and more efficient service on calls which require special handling," the manager pointed out.

Bracing itself for an expected record number of Mother's Day calls, Pacific Telephone has added intertoll circuits at the world's largest switching center in downtown Los Angeles.

Veracity is the heart of morality.—Thomas Henry Huxley

# Jotter Pad Puts Teenagers Into Business World

Eleven teenagers from Torrance area high schools have been getting their feet wet in the business world with their own company, "Noco."

The students market their own product—a 3x5 inch jotter pad mounted on a frame with a ballpoint pen and holder—and are finding out what America's free enterprise system is all about.

Pacific Telephone's information office at 575 Hawthorne Blvd., Hawthorne, was used by Noco as a display outlet where the product could be viewed by visitors to the office.

ACCORDING to Steve Islander, Noco's 16-year-old president, it wasn't too difficult to convince the telephone company that the display "belonged" in its building.

"Pacific Telephone is counseling our group as part of Junior Achievement's national educational program," the South Torrance High School junior explained.

Three telephone men give advice to the teen-age company. Business management adviser

is John Gray and the students are counseled in the sales and production aspects of business by Norm Boy and Bob Turner.

THE JA PROGRAM gave the area youngsters a chance to organize and operate a small

business. Officers are elected at the start of a school semester—Steve Islander was re-elected president in February—and the company sells stock.

All functions of an adult business operation are performed on a smaller scale. Noco holds a meeting every

Tuesday night in the Southwest JA Center on Imperial Highway in Hawthorne.

The company's initial product was a bamboo rake converted to a miniature Christmas tree. According to adviser Gray, "The trees presented their problems, but the achiev-

ers learned a great deal from the experience."

THE JOTTER pad has greater promise, Gray said, since it is primarily designed for use by housewives near their telephones.

The group set up a display in the Hawthorne telephone in-

formation office on Hawthorne Boulevard initially, but it later was decided that more people would see it in the public office.

Noco, a shortened version of "novelty company," will close its doors when the 1962-63 school year ends in June.

## Six Tartars In Writing Honor Group

Six students of Torrance High School have been elected to membership in Quill and Scroll, international honor society for high school journalists.

Honored are Louise Whisnand, Sandy Crabtree, Gregory Simmons, and Ella Breshers, seniors; Betsy Foster and Ann Robinson, juniors.

Last year the society reactivated its charter at THS with three members, one of whom, Anita Courtney is now a senior.

Quill and Scroll, a society to assist high school journalists in writing technique and to encourage individual achievement in writing, was organized April 10, 1926. Torrance received its charter in 1952.

Requirements for membership are that a student must be in the upper third of his class, have done superior work in writing, editing, or business management, and earned a recommendation by the faculty adviser.

The life membership winners receive a pin and life-time subscription to the Quill and Scroll magazine. The total membership of high school students in the Quill and Scroll Society now exceeds 100,000.

## April Cancer Crusade Hits Highest Mark

With final reports still being counted from the April crusade of the American Cancer Society, Ronald Rich, volunteer chairman of the local branch, said, "It looks like another good year in the society's fight against cancer and the most successful in the history of the local office."

Figures compiled by the society indicate that every sixth death in the United States is caused by cancer. The disease strikes one person in every four, and in two families out of three.

Some 46 million Americans now living will some day have cancer. If all cases of cancer were detected in the early stage, it would be possible to save the life of one patient in every two with present medical knowledge.

Persons who have not had a chance to contribute to the crusade can still participate by mailing a check to the American Cancer Society, 804 E. Manchester Blvd., Inglewood.

## Pair Rob Landlady In Holdup

A pregnant woman and her male accomplice held up two persons at a downtown rooming house Saturday evening.

"This is a stickup and don't do anything to make me kill you. Give me your money," the holdup man told Gladys Robinson as he displayed a pistol.

The victim told police the man came to the rooming house's back door at 1913 Cabrillo Ave., and asked if she had a room for rent. After being shown a room he displayed the pistol and gave his warning.

When told she had no money, only the rings on her fingers, the couple took the rings valued at \$500. During the holdup David Llewellyn, 72, walked in and the suspects took his money.

The two suspects told their victims to go into the room which they had looked at earlier and stay there for three minutes. The holdup pair left through the rooming house's back door.

## ECC Designs Special Course

"English as a Second Language," a new two-semester course, will be added to the El Camino College curriculum in the fall semester of 1963, Harry Ruby, assistant director of instruction, division of humanities, has announced.

Designed for students with foreign language backgrounds and to whom English is a second language, the course will provide instruction in pronunciation, grammar, sentence structure, reading and composition.

Established Jan. 1, 1914

## Torrance Herald

Member of National Editorial Association, Calif. Newspaper Publishers Assn., L.A. Suburban Newspapers, Inc. Verified Audit Circulation Represented Nationally By The Rienz Co.

Publication office and plant, 1619 Gramercy Ave., Torrance, Calif. Published Semi-Weekly, Thursday and Sunday by King Williams Press, Inc. Entered as second class matter January 30, 1914, at Post Office, Torrance, California, under act of March 3, 1879. King Williams Glenn W. Pfeil Co-Publishers

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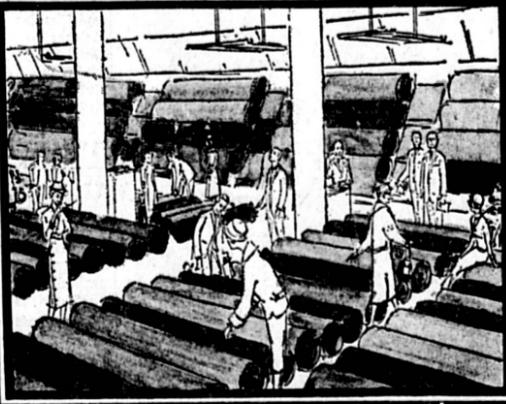
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